

STORAGE TYPE BROADCASTING SYSTEM, BROADCAST TRANSMITTER, AND BROADCAST RECEIVER

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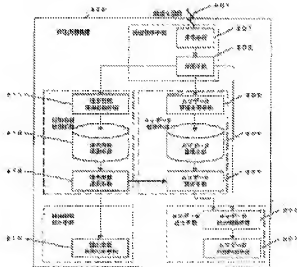
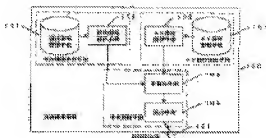
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Abstract of JP 2000308038 (A)

PROBLEM TO BE SOLVED: To provide a broadcasting system which can make broadcasting services possible in various forms by controlling the reproduction of videos and audios stored on a receiving side for looking and listening by broadcasting station side. **SOLUTION:** A broadcast transmitter 100 transmits AV data by multiplexing the provided information indicating the AV data provided from an information provider with the intention of reproducing the data for looking and listening in accordance with the display of the AV data and, in a broadcast receiver 200, a presenting information selecting means 213 presents the presenting information corresponding to the AV data designated by the provided information so that only the AV data may be reproduced for looking and listening. Therefore, the information intentionally prepared by the information provider on a broadcasting station side can be transmitted in the intended way and a viewer can receive the information in the way intended by the information provider and can look the part or whole of a program so far broadcast based on the information.



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